

## ***CTE Standards Unpacking*** ***Banking Services***

**Course:** Banking Services

**Course Description:** This course explores the fundamental principles and practices of banking and credit in the United States giving an overview of the concepts of banking services including the following: money and banking, customer service, lending fundamentals, banking regulations for handling financial transactions, and basic compliance regulations.

**Career Cluster:** Finance

**Prerequisites:** None

**Program of Study Application:** Banking Services is the first course in the Finance cluster, Banking pathway. This course is a prerequisite for the remaining pathway courses of Advanced Accounting and Specialized Accounting.

<b>INDICATOR #BNKS 1: Describe laws and regulations to manage business operations and transactions in the banking services industry.</b>		
<b>SUB-INDICATOR 1.1 (Webb Level: 1 Recall):</b> Understand a compliance program and how it protects the company's well-being.		
<b>SUB-INDICATOR 1.2 (Webb Level: 2 Skill/Concept):</b> Describe regulations and ethical practices governing banking services.		
<b>Knowledge (Factual):</b> -Know the terminology of a compliance policy.  -Regulations and ethical practices within banking services	<b>Understand (Conceptual):</b> -The difference between protecting a company and following a compliance program.  -The significance of regulations and ethical practices in governing banking services.	<b>Do (Application):</b> -List different variables that apply to a compliance program and understand how it protects the company.  -Classify the different ethical regulations governing banking services.  -Define the terms used in regulations and ethical practices within banking services.  -Interpret the regulations and ethical practices in governing banking services.

**Benchmarks:**

*Students will be assessed on their ability to:*

- Evaluate compliance programs and how they protect a company
- Research ethical practices governing banking services that aligns with industry standards

**Academic Connections**

**ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):**

ELA:

9-10.W.2. Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

**Sample Performance Task Aligned to the Academic Standard(s):**

-Research and write an informative text examining ethical practices governing banking services that aligns with industry standards.

**INDICATOR #BNKS 2: Understand how to create and maintain positive, ongoing relationships with banking customers.**

**SUB-INDICATOR 2.1 (Webb Level: 1 Recall):** Understand how to develop positive relationships with customers to enhance company image.

**SUB-INDICATOR 2.2 (Webb Level: 3 Strategic Thinking):** Manage a profitable investment portfolio to build customer relationships.

**Knowledge (Factual):**

-Define key terms with managing customer service aspects and soft skills.

-Factors that develop positive relationships

**Understand (Conceptual):**

-Positive customer relationships are critical to maintaining banking customers.

**Do (Application):**

-Recall correct terminology with customer service and soft skills.

-Developing a portfolio to meet customer's needs

-Create an illustration displaying customer service concepts.

-Revise an example

		<p>portfolio to meet a factious customer's needs.</p> <p>-Identify vocabulary with an investment portfolio.</p>
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**Benchmarks:**

*Students will be assessed on their ability to:*

- Differentiate between the different portfolios created by students
- Role play different customer services situations within groups

***Academic Connections***

<b>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</b>	<b>Sample Performance Task Aligned to the Academic Standard(s):</b>
<p>ELA:</p> <p>9-10.SL.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.</p>	<p>-Create an illustration displaying customer service concepts using digital media and present it to the class.</p>

***INDICATOR #BNKS 3: Manage the use of financial resources to enhance banking performance.***

***SUB-INDICATOR 3.1 (Webb Level: 2 Skill/Concept):*** Describe the manner in which banks generate profit.

***SUB-INDICATOR 3.2 (Webb Level: 4 Extended Thinking):*** Utilize financial formulas commonly used in banking to determine the growth and stability of banking services.

<p><b>Knowledge (Factual):</b></p> <ul style="list-style-type: none"> <li>-Define terminology manners which helps banks generate a profit.</li> <li>-State financial formulas used within banking to determine growth. (Extract the knowledge portion from here and shift this to the "Do." Let's talk about the rest of this course.</li> <li>-Learn what key vocabulary is necessary to describe and help promote bank profits.</li> </ul>	<p><b>Understand (Conceptual):</b></p> <ul style="list-style-type: none"> <li>-How the different types of formulas are used within the banking industry</li> </ul>	<p><b>Do (Application):</b></p> <ul style="list-style-type: none"> <li>-Identify patterns between different types of banks in how they generate profit (different types of service fees)</li> <li>-Use financial formulas to calculate banking growth in each participating industry area.</li> </ul>
<p><b>Benchmarks:</b> <i>Students will be assessed on their ability to:</i></p> <ul style="list-style-type: none"> <li>• Create a profit balance sheet displaying the differences of net income and expenses for the banking industry</li> <li>• Compare and contrast by creating a list of different services offered by banks and the fees they charge</li> <li>• Design your own mock bank, define what services and fees you would implement.</li> </ul>		
<p><b>Academic Connections</b></p>		
<p><b>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</b></p> <p>ELA: 9-10.W.2. Write informative/ explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content. significance of the topic)explanation presented (e.g., articulating implication</p>	<p><b>Sample Performance Task Aligned to the Academic Standard(s):</b></p> <p>-Write an informative essay comparing and contrasting by creating a list of different services offered by banks and fees they charge.</p>	

**INDICATOR #BNKS 4: Understand banking technology.**

**SUB-INDICATOR 4.1 (Webb Level: 4 Extended Thinking):** Utilize banking technology to increase workplace efficiency and effectiveness.

<p><b>Knowledge (Factual):</b></p> <ul style="list-style-type: none"> <li>-Learn the key terminology components used in the workplace for efficiency</li> <li>-Components to develop a project plan</li> </ul>	<p><b>Understand (Conceptual):</b></p> <ul style="list-style-type: none"> <li>-Being able to effectively prepare a report that can explain the necessary technology integration steps to be successful in the banking industry</li> <li>-Understand how to prepare a report with necessary components to develop a project plan</li> </ul>	<p><b>Do (Application):</b></p> <ul style="list-style-type: none"> <li>-Compose, create and design a project plan describing integration of new technology within a banking system.</li> </ul>
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**Benchmarks:**

*Students will be assessed on their ability to:*

- Create and design a project plan for integrating technology in a banking institution
- Create a plan for technology upgrades and how it will be implemented
- Design a plan for technology hardware upgrades within the banking system

**Academic Connections**

<p><b>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</b></p> <p>ELA: 11-12.SL.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest</p>	<p><b>Sample Performance Task Aligned to the Academic Standard(s):</b></p> <ul style="list-style-type: none"> <li>-Create and present a presentation using technology that details a plan for integrating technology in a banking institution.</li> </ul>
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**INDICATOR #BNKS 5: Plan, monitor and manage the day-to-day activities**

<b>within a banking organization to ensure secure operations.</b>		
<b>SUB-INDICATOR 5.1 (Webb Level: 2 Skill/Concept):</b> Describe how bank security programs minimize chance for loss.		
<b>SUB-INDICATOR 5.2 (Webb Level: 2 Skill/Concept):</b> Describe the loan application process to determine creditworthiness of customers.		
<b>SUB-INDICATOR 5.3 (Webb Level: 2 Skill/Concept):</b> Discuss real estate lending and servicing.		
<b>SUB-INDICATOR 5.4 (Webb Level: 2 Skill/Concept):</b> Discuss problem loan management.		
<b>Knowledge (Factual):</b> -Define the key concepts on how bank security minimizes losses  -Identify loan application terms  -Classify the different types of lending and servicing options available to customers  -Key terms with problem loan management  -Steps to follow in the loan application process along with terminology	<b>Understand (Conceptual):</b> -Relating and defining to back security affects customers  -How lending and servicing options relate to the parts of a loan application	<b>Do (Application):</b> -Relate two bank security programs and identify pros and cons of each of them  -Critique loan applications from different institutions  -Compose a mock real estate and servicing loan application  -Define the process used to manage problem loans
<b>Benchmarks:</b> <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> <li>• Create a flow chart showing the steps taken to fix a problem loan (use concepts to solve non-routine problems)</li> <li>• Rate multiple loan applications according to requirements a customer would feel appropriate to fill out</li> <li>• Create a video describing all the different parts of an estate application</li> <li>• Create a radio advertisement for a new security program which can protect a bank from losses</li> </ul>		
<b>Academic Connections</b>		

<p><b>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</b></p> <p>ELA: 11-12.SL.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest</p>	<p><b>Sample Performance Task Aligned to the Academic Standard(s):</b></p> <p>-Create a video describing all the different parts of an estate application.</p>
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<b>INDICATOR #BNKS 6: Determine client needs and wants</b>		
<b>SUB-INDICATOR 3.1 (Webb Level: 2 Skill/Concept):</b> Describe sales techniques to acquire new business.		
<p><b>Knowledge (Factual):</b> -Types of market research</p>	<p><b>Understand (Conceptual):</b> -How to identify and target customers  -Building relationships with customers</p>	<p><b>Do (Application):</b> -Evaluate the local community and its need for financial services  -Demonstrate the ability to apply financial services concepts to the community's needs</p>
<p><b>Benchmarks:</b> <i>Students will be assessed on their ability to:</i></p> <ul style="list-style-type: none"> <li>Design a proposal from a bank offering services to the local community</li> </ul>		
<b>Academic Connections</b>		

<p><b>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</b></p> <p>ELA: 11-12.SL.4 Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range or formal and informal tasks.</p>	<p><b>Sample Performance Task Aligned to the Academic Standard(s):</b></p> <p>-Design and present a proposal from a bank offering services to the local community.</p>
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<p><b>INDICATOR #BNKS 7: Utilize career-planning concepts, tools and strategies to explore, obtain and/or develop a career in banking services.</b></p>		
<p><b>SUB-INDICATOR 4.1 (Webb Level: 2 Skill/Concept):</b> Describe the importance of ethical practices in the banking industry.</p>		
<p><b>SUB-INDICATOR 4.2 (Webb Level: 1 Recall):</b> Identify the nature and scope of types of banking institutions.</p>		
<p><b>SUB-INDICATOR 4.3 (Webb Level: 3 Strategic Thinking):</b> Acquire knowledge of banking processes and services.</p>		
<p><b>SUB-INDICATOR 4.4 (Webb Level: 2 Skill/Concept):</b> Describe roles and responsibilities in banking services.</p>		
<p><b>Knowledge (Factual):</b></p> <ul style="list-style-type: none"> <li>-Define ethics</li> <li>-Know the different types of banking institutions</li> </ul>	<p><b>Understand (Conceptual):</b></p> <ul style="list-style-type: none"> <li>-Significance of the Equal Opportunity Act and its importance</li> </ul>	<p><b>Do (Application):</b></p> <ul style="list-style-type: none"> <li>-Assess ethical and moral challenges in banking</li> </ul>
<p><b>Benchmarks:</b> <i>Students will be assessed on their ability to:</i></p> <ul style="list-style-type: none"> <li>• Evaluate and identify the processes and knowledge in a banking role composed within paper.</li> <li>• Create an organizational chart within the banking system to evaluate roles and responsibilities.</li> <li>• Create a job description of a position you may be interested in while working at a bank.</li> <li>• Analyze the different types of certifications necessary (expanding knowledge of processes and services) within a bank.</li> </ul>		
<p><b>Academic Connections</b></p>		



ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):	Sample Performance Task Aligned to the Academic Standard(s):
<p>ELA:</p> <p>11-12.SL.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest</p>	<p>-Create and present a multimedia presentation on an organizational chart within the banking system to evaluate roles and responsibilities.</p>

### Additional Resources

- Finance in the Classroom <http://financeintheclassroom.org>
- Your Money Your Life on PBS (videos) <http://www.pbs.org/your-life-your-money/index.php>
- Credit Karma [www.creditkarma.com](http://www.creditkarma.com)
- Bankrate Tools <http://www.bankrate.com>
- Securities Exchange Commission <https://www.sec.gov/fast-answers/answers-series7htm.html>
- Wells Fargo Hands on Banking - <https://handsonbanking.org/articles/topic/personal-finance/>
- Privacy Rights Clearing House (consumer protection) <https://www.privacyrights.org/>
- South Dakota Banking Regulations <http://dlr.sd.gov/banking/default.aspx>